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CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8)

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Date: 6/26/06

By:

Patti Hespell
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In Re: Patent Application of Charles A. Elderling.

Conf. No.:	7576	:	Group Art Unit:	2623
Appln. No.:	10/068,771	:	Examiner:	Huynh, Son P.
Filing Date:	05 February 2002	:	Attorney Docket No.:	T742-10

Title: Targeted Advertising in On-Demand Programming

RESPONSE AFTER FINAL REJECTION

This paper is being filed in response to the February 24, 2006, Final Office Action in the above-identified patent application, and is being timely filed by virtue of the accompanying Petition for Extension of Time (one-month), which extends the period available for reply to June 26, 2006 (June 24 being a Saturday).

Please consider the following remarks:

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